

## **Our Commitment to You: Clear Privacy Practices**

Parents and guardians want assurances that their children's data is protected by our school system. These concerns are growing in a world connected by the Internet, cloud services, online learning and mobile apps.

We share your concerns around privacy.

In our district, we strive to be clear about why we collect data, how it is important to your child's education, as well as how we and our service providers protect that data.

### ***Why do we need data and what do we collect?***

**School Operations:** We collect data such as addresses and phone numbers, as well as information about each of our students, for example, gender and age, to help run our school operations efficiently.

**Measuring Progress and Participation of our Students:** We collect data such as attendance, grades and participation in school-sponsored extra-curricular activities to make sure that students get the most out of their school experience.

**Improving the Education Program:** The results we get from tests and assessments give teachers, administrators and parents important information about the performance of our schools and the education programs we offer.

**Striving to meet the Needs of Students:** We may conduct surveys and seek feedback in other ways so that we can monitor and adjust how we use our school facilities, improve the learning climate and address other issues important to students and parents.

### **How is Education Data Protected?**

- We follow federal and state education privacy laws, as well as district policies for security. For example, the Family Education Rights & Privacy Act (FERPA) specifies that student records cannot be accessed for purposes not related to education or a health or safety emergency. [School District Policy 3600](#) and the associated [Procedure](#) provide information about the release of student records.
- When we use online service providers to process or store data, they also must adhere to these federal and state and privacy laws. We also expect them to use current security protocols and technology. For example, the Federal law [COPPA](#) (Children's Online Privacy & Protection Act) prevents website operators from collecting any information from anyone under 13 years of age without the parents' permission. Vendors cannot use the data in any way that is not authorized by the school district. They cannot sell our data or allow others to access it.

### **Why Is Collecting Education Data Important?**

- Teachers need to understand where students are thriving and where they need more support learning certain concepts.
- Parents need access to their child's educational data and information to help them succeed.
- Students need feedback on their progress and access to school information from home and elsewhere.
- School officials and community members need to know scarce education resources are being allocated fairly and effectively.

We are working to improve your child's education and make it more personalized and effective. We cannot accomplish this goal without collecting data. Protecting the data in responsible ways is at the heart of our efforts to provide a richer and more dynamic learning experience for all students.

If you have any questions, please contact your child's principal.

**Adapted from COSN (Consortium for School Networking); <http://www.cosn.org> 2014**